



Mo Zidan is a seasoned professional with 22 years of extensive experience in branding, sales, operations, and team management across the globe. He has been honored with awards such as the Leadership Excellence Award and is recognized for his mentoring of over 20 startups in countries like Malaysia, Indonesia, Romania, Cambodia, and Egypt.

Currently serving as the Executive Director at Ryyse Ventures, Mo oversees a comprehensive business growth agency, providing services in team design, sales enablement, branding, operational management, and market expansion across Southeast Asia, the Middle East, and Central and Eastern Europe. His expertise extends to online advertising and marketing, having worked with notable companies like Foodpanda and Facebook, Inc.

Mo has also provided valuable consultancy services to multinational corporations like Bayer, BASF, and Mars Incorporated, offering insights into leadership, cultural training, customer service, and sales strategies. Apart from his professional achievements, he actively contributes to humanitarian causes, volunteering for initiatives such as teaching refugee children.

Mo Zidan's diverse skills, vast experience, and commitment to social impact have established him as a respected leader in the global business community.

# Mo Zidan

## Business Strategist | Entrepreneur | Award-Winning Leader

### Qualifications:

- 22 years of experience in branding, sales, operations, communication, customer journey, team design, and market expansion globally.
- Awarded in Leadership Excellence.
- Mentored more than 20 startups and founders in Malaysia, Indonesia, Romania, Cambodia, and Egypt.
- Experienced in growth hacking.
- Built 4 profitable businesses in 3 different countries (Egypt, Romania, and Malaysia).
- Proven success in training more than 6500 people and leading high-performing teams in challenging environments.
- Worked in SEA, MENA, and CEE.
- Visited more than 26 countries, lived in 8 of them, and worked with more than 15 nationalities.

### Work Experiences:

Ryuse Ventures - Executive Director, July 2018 – Present, SEA - MENA - CEE

- A full business growth agency, providing team design, sales enablement, branding, operational management, market expansion, customer service training, events, employer branding, and product launch.

Foodkit - COO Romania

- A ready meals company that produces clean and fresh meals for busy people.

FastOrder - CEO Romania - Egypt - Spain

- A food pre-order app saving waiting time by notifying the restaurant to prepare the food before you arrive.

7inchez - Founder and CEO Malaysia - Indonesia - Vietnam

- An agency delivering apps, websites, IT training, and online marketing solutions.

Foodpanda - Online Marketing Manager Malaysia - Indonesia

- A food delivery app, now operating in more than 35 countries around the world.

Facebook, Inc. - Sales/Client Partner Malaysia - Australia - New Zealand

- Experience in Marketing, Brand Advertising, Direct Response, Media Sales, and Online Advertising.

# Mo Zidan

## Business Strategist | Entrepreneur | Award-Winning Leader

### Consulting:

- Bayer, BASF, Mars Incorporated, Sterling Cruise, BGRS, Alt Express, Around25.

### Volunteering:

- Teaching Refugee Children, UNHCR Malaysia - 2012.
- Volunteering with MERCY Malaysia, January - 2012.
- Medical Convoy with Roah Egypt NGO - 2009.
- Orphan Children Care with Roah Egypt NGO - 2009.

### Awards and Honours:

- Global Leadership Excellence Award 2016, World Leadership Congress.
- Social Media & Digital Marketing Award 2015, Golden Globe Tigers.
- Best Trainer 2014 for Cyber Ethics Course, MDeC Malaysia.
- Special Award from The National University of Malaysia 2013, Faculty of Science and Technology.
- Best Efforts Award 2010 among 260 employees, Memphis Tours Egypt.